

pivot point along its length about which the contact plate is adapted to pivot during label transfer so that the elongated, flat contact surface of the contact plate continuously urges the transfer label into contact with the object; and

b. a conveying mechanism for advancing and supporting the object during label transfer.

B1  
contd  
19. (Amended) The apparatus of claim 1 wherein the heated contact plate includes a pivot point along its length about which the heated contact plate is capable of pivoting.

sub  
C1 7  
20. (Amended) The decorating unit of claim 12 wherein the heated contact plate includes a pivot point along its length about which the heated contact plate is capable of pivoting.

Please cancel claim 21 without prejudice.

#### REMARKS

The references cited by the Examiner in the rejections of the claims along with the Examiner's comments have been diligently studied. Reconsideration of the application in light of this amendment is respectfully requested.

Claims 18-20 have been amended. Claim 21 has been canceled. No new claims have been added. Therefore, claims 1, 4-12, 15-20, and 22 are under active consideration.

Applicant has invented an apparatus for decorating an object with the heat-transfer label of a heat-transfer label assembly includes a decorating unit for applying the heat-transfer label onto the object during an extended period of decoration and a conveying mechanism for continuously,